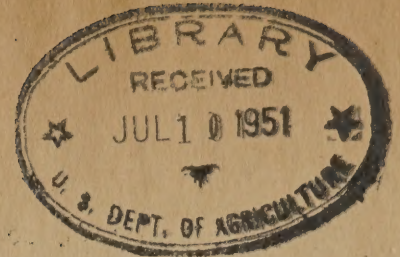


U. S. Department of Agriculture  
Extension Service



### Home Economics Information

To make defense mobilization most effective, more homemakers must understand and cooperate. Such important phases of national policy as economic stabilization, civil defense, and morale need strong support from the home front. Support depends on the number of homes that have been effectively reached with information on why the measures are necessary and also information that will help women feed and care for their families when prices are rising, materials are scarce, husbands are going into the Army, and the demands on the homemaker's time are increasing. This information is in the field of home economics.

#### Reaching More People

Reaching more people involves the use of press, radio, and television. Wider use of these media requires a home demonstration program which has popular appeal--that is, meets the recognized needs of those who read and listen as envisioned by those who control and manage the media. The information must not only meet the needs, it must be offered in a form that fits into the policy and make-up of certain particular magazines, newspapers, or broadcasting stations.

#### A Fair Share for the Home Front

Mobilization speeds up the national economy and results in a number of points of stress. To keep the economy on an even keel these home problems, too, must have popular understanding--must have more space in publications, more time on the radio. To get a fair share of attention devoted to problems of the home front, the information offered must be equally vital, timely, and tailored for the particular use.

#### Research Needed

What groups are not now in the extension sphere of interest? What groups particularly need information to help them with certain mobilization problems? What media reach these groups--for example, the low-income groups, or the young married women? Do those who do not read, look at pictures, or listen to the radio? Much research has been done in this field which needs to be reexamined in the light of present problems. More needs to be done.

#### The Immediate Need

More concrete evidence of the use of home economics information in meeting current problems is needed. When the home demonstration program is spelled out in the lives of families, the press, radio, and television are willing to serve as conveyors of this program. More demonstrations, more examples that prove the point for pictures and stories, more skilled demonstrators for television, more explanations in terms of individual experiences, are the raw materials needed.



The  
Function  
of the Home  
Economics  
Editor

The home economics editor can help interpret to home demonstration program makers, the viewpoints and needs of press, radio, and television. The program then needs to be translated in terms of stories, news items, pictures, editorials, and broadcasts. The home economics staff is small. Greater results might be obtained by working together with administrators, agents, and specialists for more and better raw material, and with extension editors to have more emphasis put on the home front stories and broadcasts in the general information program.